

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with STEVEN L. NICHOLS (Reg. No. 40, 326) on 07/01/2010.

Amended 49 as follows:

At line 1, after, "A" delete "computer program product" inset "non-transitory computer program stored on computer readable medium" and after claim limitation, "content" delete "the computer program product"

REASONS FOR ALLOWANCE

2. Claims 31-50 are allowed over prior record. The claims will be renumbered 1-20 for issue.

3. The following is an examiner's statement of reasons for allowance: None references disclose or fairly suggest, among other thing, *"defining criteria relating to a region where the content and the pattern are superimposed, the criteria determining whether the pattern will be distinguishable over the content when applied to a product (in claim 31,49 and 50). It is for this reason and in combination with all of the other elements of the claims, that claims 31-50 are allowed over the prior art of record.*

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to AKLILU k. WOLDEMARIAM whose telephone number is (571)270-3247. The examiner can normally be reached on Monday- Friday 8:00 a.m- 5:00 p.m EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Bali Vikkram can be reached on 571-272-7415. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/DANIEL G MARIAM/

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